JP2002-259860

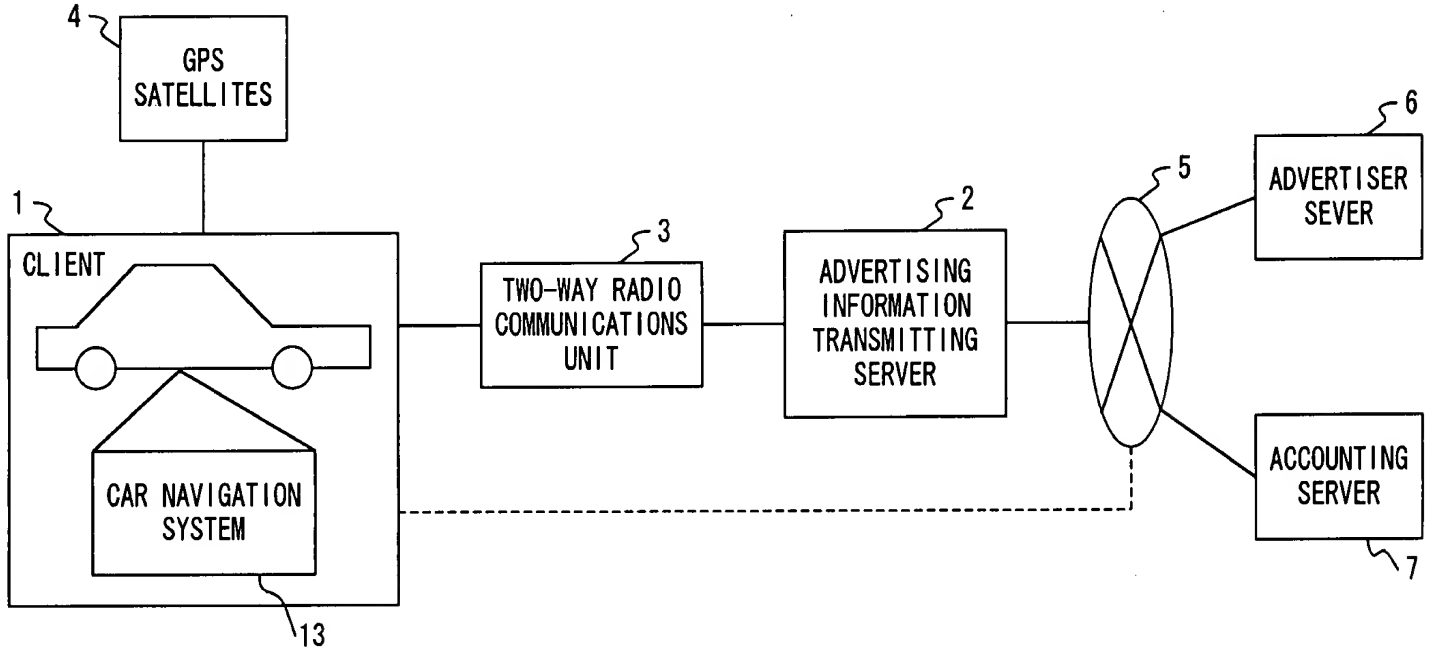


FIG. 1

TOKEO" 2ST50860

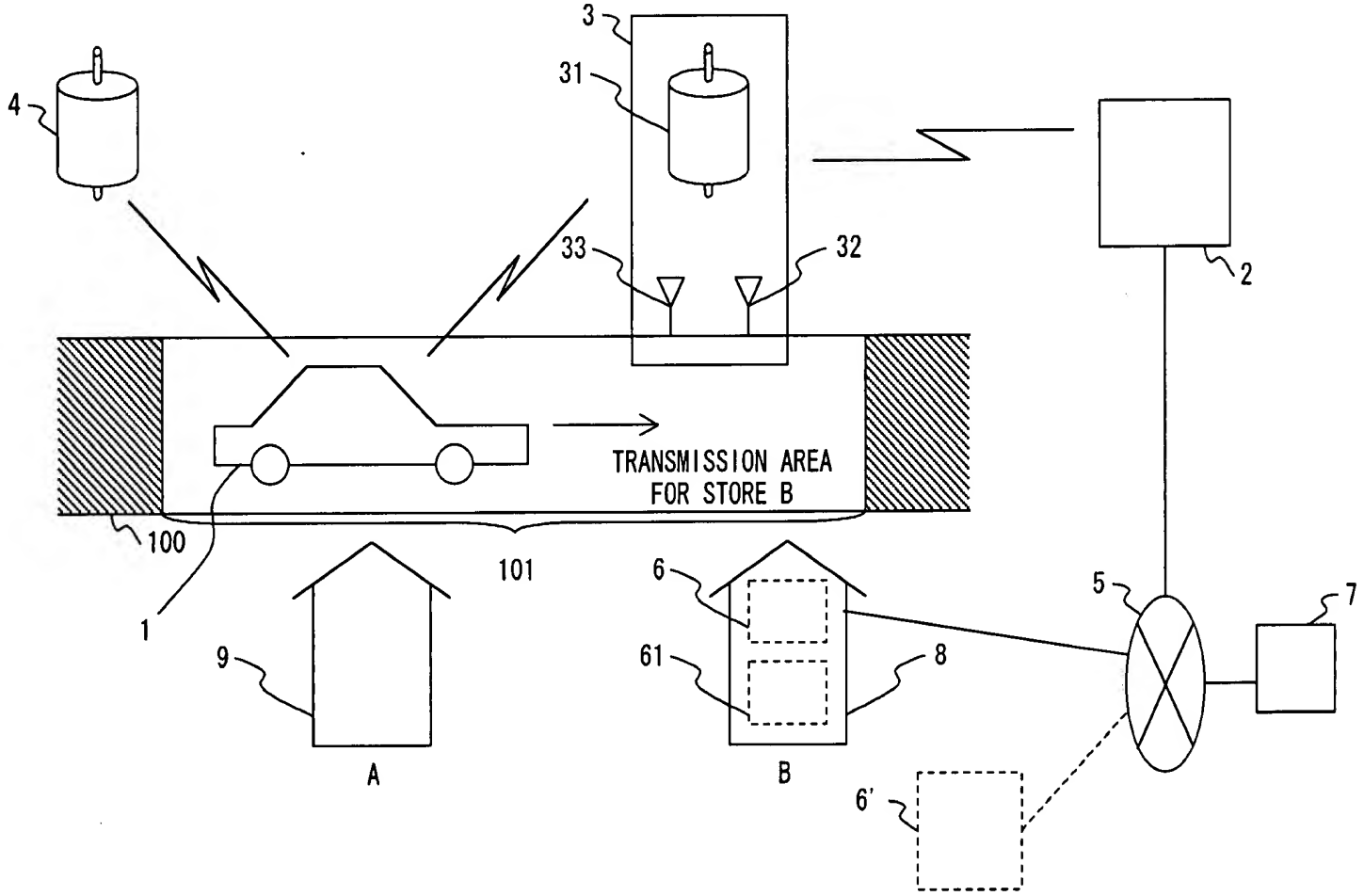


FIG. 2

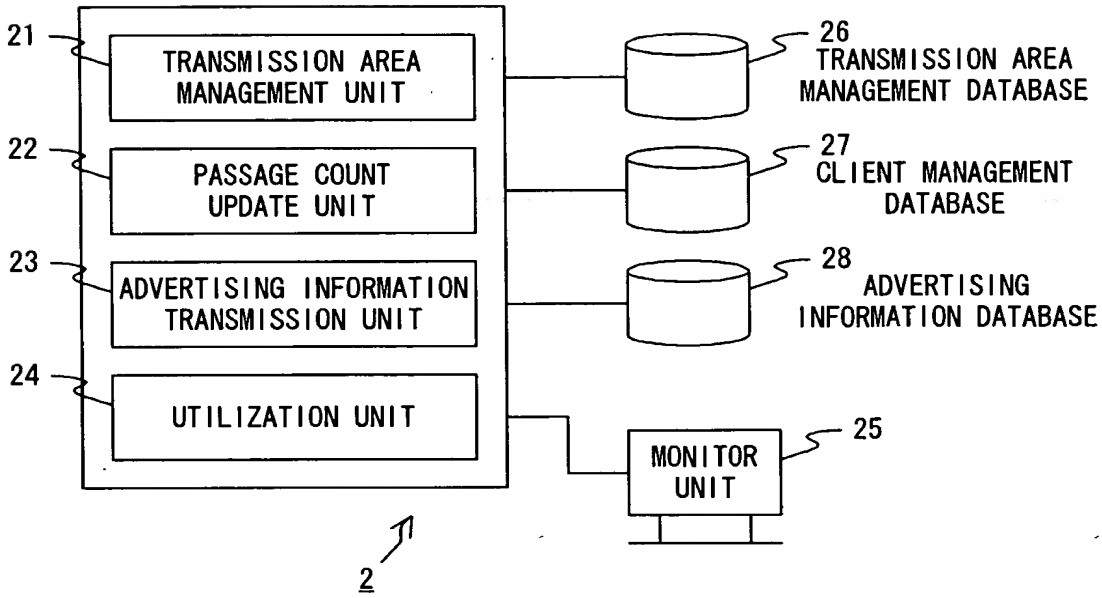
21
TRANSMISSION AREA MANAGEMENT UNIT
22
PASSAGE COUNT UPDATE UNIT
23
ADVERTISING INFORMATION TRANSMISSION UNIT
24
UTILIZATION UNIT
2
26
TRANSMISSION AREA MANAGEMENT DATABASE
27
CLIENT MANAGEMENT DATABASE
28
ADVERTISING INFORMATION DATABASE
MONITOR UNIT
25

FIG. 3A

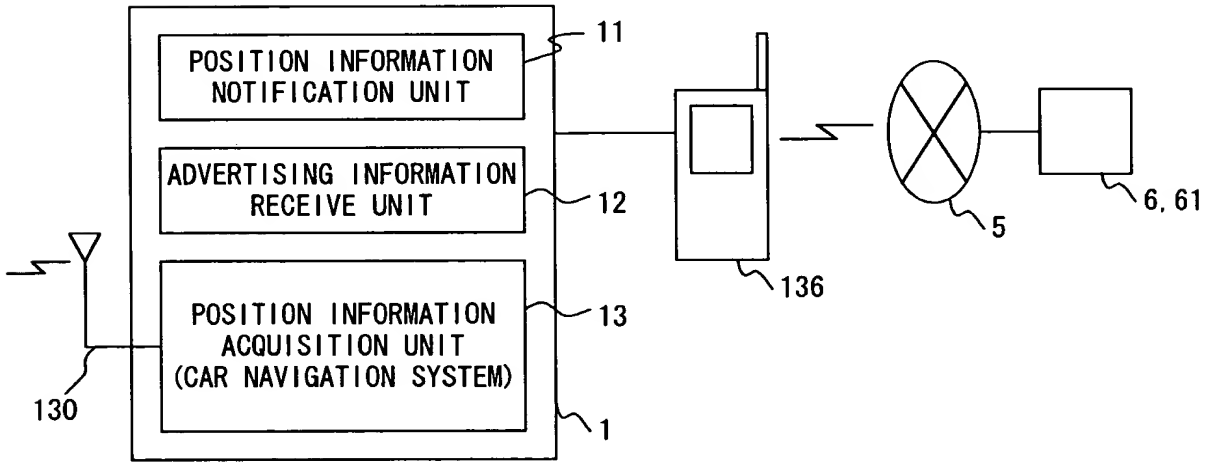
POSITION INFORMATION NOTIFICATION UNIT
11
ADVERTISING INFORMATION RECEIVE UNIT
12
POSITION INFORMATION ACQUISITION UNIT (CAR NAVIGATION SYSTEM)
13
1
130
136
5
6, 61

FIG. 3B

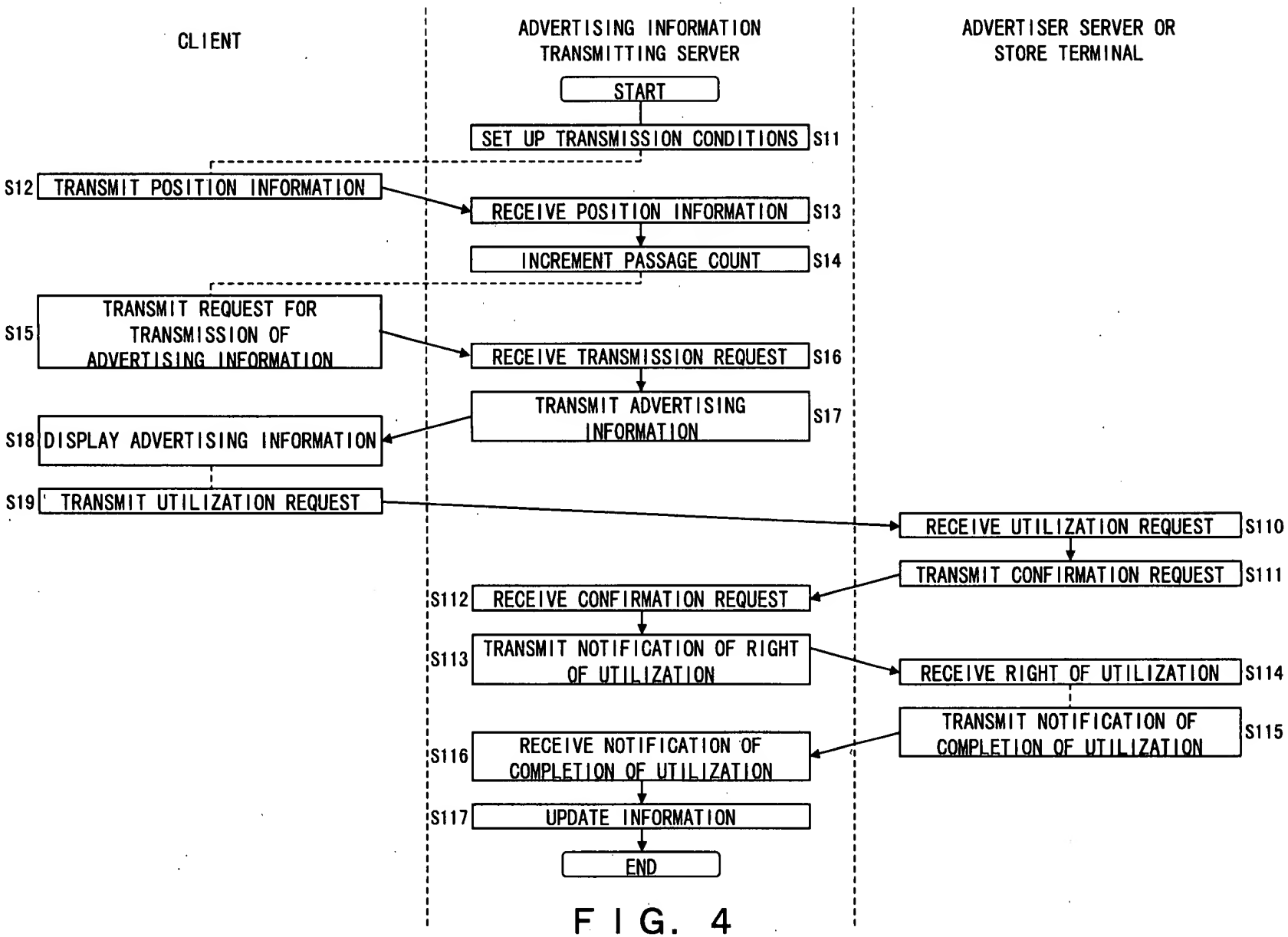
CLIENT
ADVERTISING INFORMATION TRANSMITTING SERVER
ADVERTISER SERVER OR STORE TERMINAL
START
SET UP TRANSMISSION CONDITIONS
S11
S12
TRANSMIT POSITION INFORMATION
RECEIVE POSITION INFORMATION
S13
INCREMENT PASSAGE COUNT
S14
S15
TRANSMIT REQUEST FOR TRANSMISSION OF ADVERTISING INFORMATION
RECEIVE TRANSMISSION REQUEST
S16
TRANSMIT ADVERTISING INFORMATION
S17
S18
DISPLAY ADVERTISING INFORMATION
S19
TRANSMIT UTILIZATION REQUEST
RECEIVE UTILIZATION REQUEST
S110
TRANSMIT CONFIRMATION REQUEST
S111
S112
RECEIVE CONFIRMATION REQUEST
S113
TRANSMIT NOTIFICATION OF RIGHT OF UTILIZATION
RECEIVE RIGHT OF UTILIZATION
S114
TRANSMIT NOTIFICATION OF COMPLETION OF UTILIZATION
S115
S116
RECEIVE NOTIFICATION OF COMPLETION OF UTILIZATION
S117
UPDATE INFORMATION
END

FIG. 4

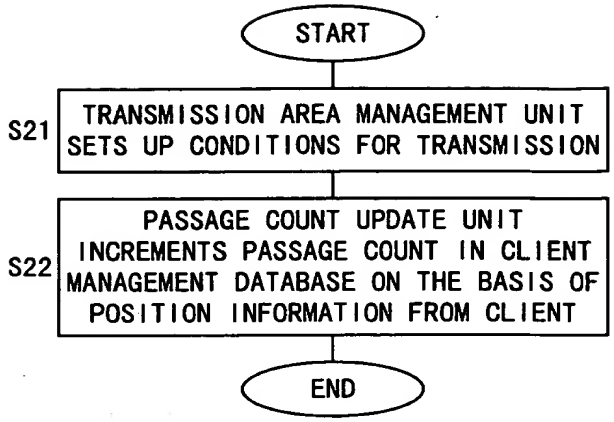


FIG. 5A

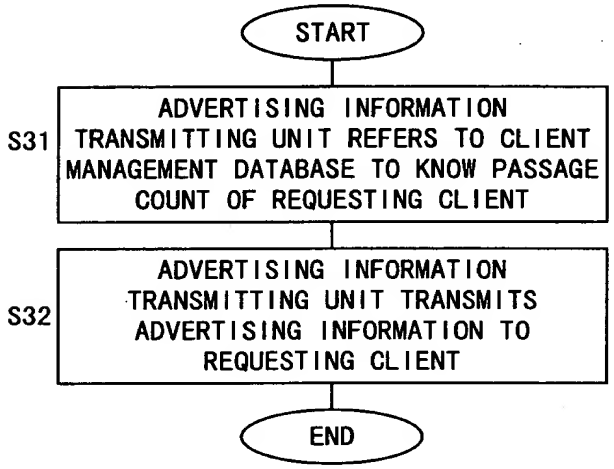


FIG. 5B

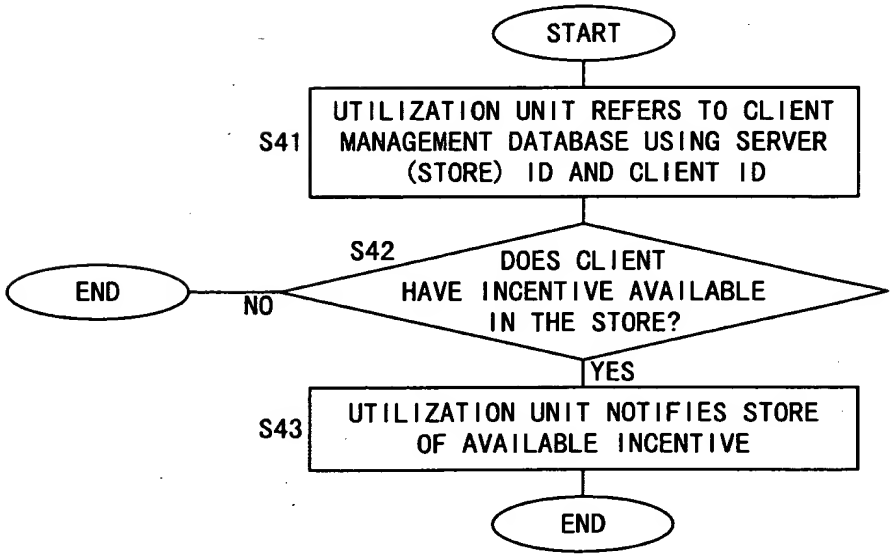


FIG. 5C

| ROAD | INTERVAL | STORE INFORMATION | INCREMENT | UTILIZATION INFORMATION |
|---|---|---|---|---|
| ROUTE 1 | AA-BB | XX RESTAURANT | 1 | DISCOUNT OF 500 YEN FOR COUNT OF 20 |
| ROUTE 1 | CC-DD | ZZ BOOK STORE | 1 | DISCOUNT OF 100 YEN FOR COUNT OF 30 |
| ... | | | | |

26

FIG. 6A

26

| ROAD | INTERVAL | TIME PERIOD | STORE INFORMATION | INCREMENT | UTILIZATION INFORMATION |
|---|---|---|---|---|---|
| ROUTE 1 | AA-BB | 0~12 O'CLOCK | XX RESTAURANT | 1 | DISCOUNT OF 500 YEN FOR COUNT OF 20 |
| | | 12~24 O'CLOCK | AA BOOK STORE | 1 | DISCOUNT OF 100 YEN FOR COUNT OF 40 |
| | CC-DD | | | | |

FIG. 6B

27

| USER ID | STORE INFORMATION | COUNT |
|---|---|---|
| A001 | XX RESTAURANT | 25 |
| ... | | |
| A002 | ZZ BOOK STORE | 18 |
| ... | | |

FIG. 6C

27

| USER ID | STORE INFORMATION | COUNT | FLAG |
|---|---|---|---|
| A001 | XX RESTAURANT | 25 | 0 |
| ... | | | |
| A002 | ZZ BOOK STORE | 18 | 1 |
| ... | | | |

FIG. 6D

| USER ID | STORE INFORMATION | COUNT | | PASSAGE HISTORY |
|---|---|---|---|---|
| A001 | XX RESTAURANT | 25 | ... | t1, t2 ... |
| ... | | | ... | |
| A002 | ZZ BOOK STORE | 18 | ... | t3, t4 ... |
| ... | | | ... | |

27

FIG. 6E

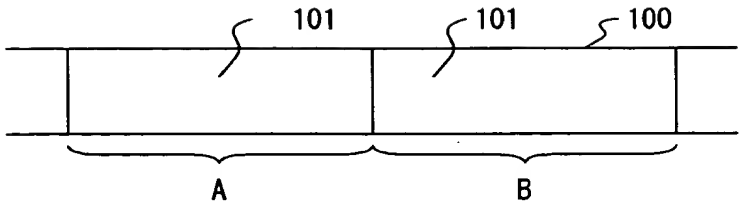


FIG. 7A

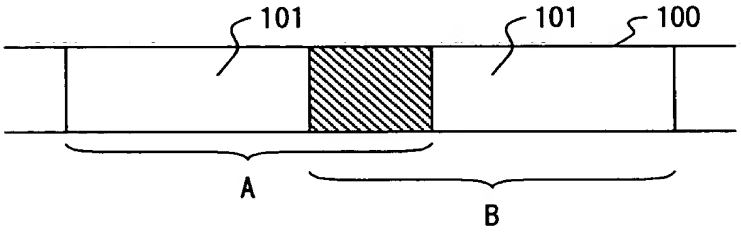


FIG. 7B

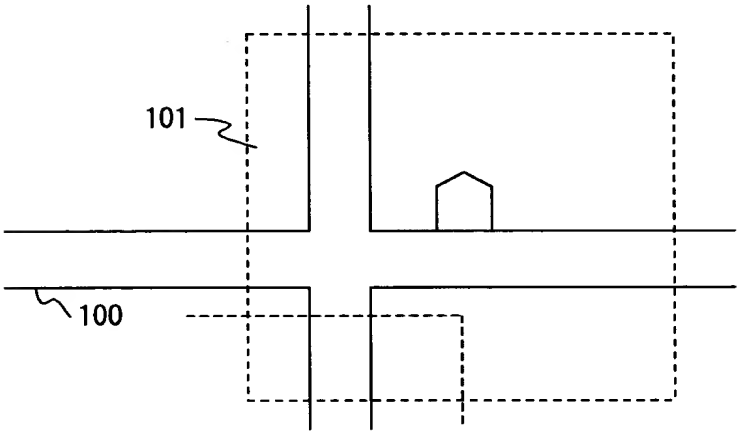


FIG. 7C

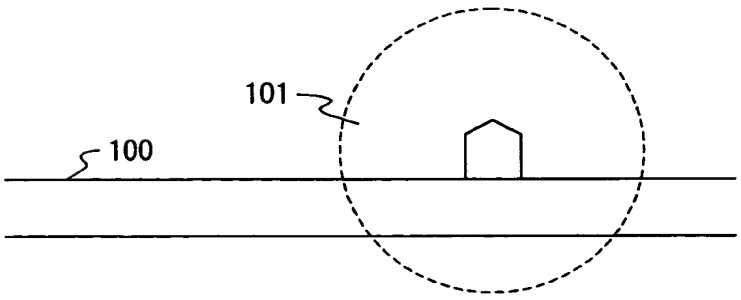


FIG. 7D

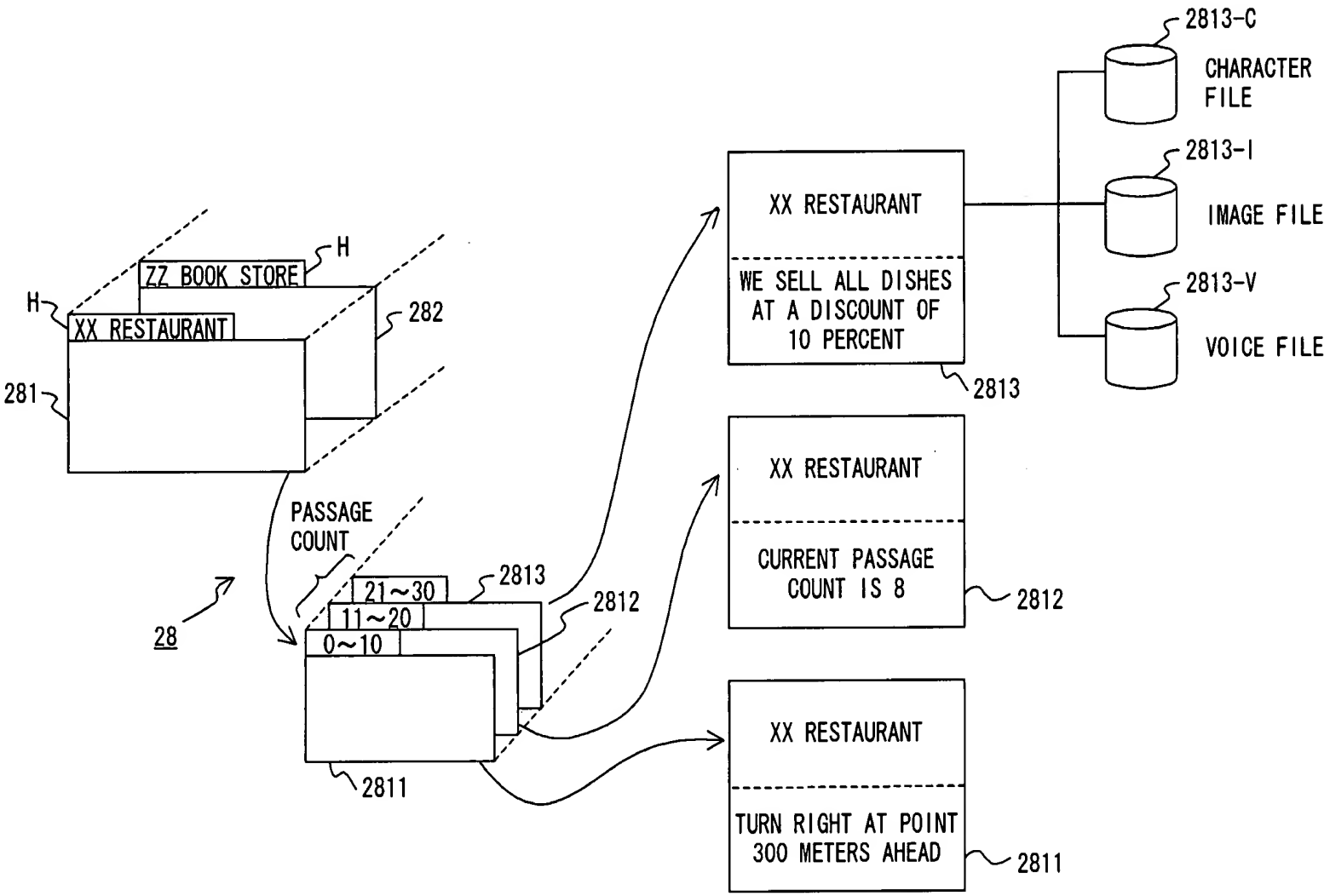
2813-C
CHARACTER FILE
2813-I
IMAGE FILE
2813-V
VOICE FILE
XX RESTAURANT
WE SELL ALL DISHES AT A DISCOUNT OF 10 PERCENT
2813
XX RESTAURANT
CURRENT PASSAGE COUNT IS 8
2812
XX RESTAURANT
TURN RIGHT AT POINT 300 METERS AHEAD
2811
H
ZZ BOOK STORE
H
XX RESTAURANT
282
281
PASSAGE COUNT
21~30
11~20
0~10
2813
2812
2811
28

FIG. 8

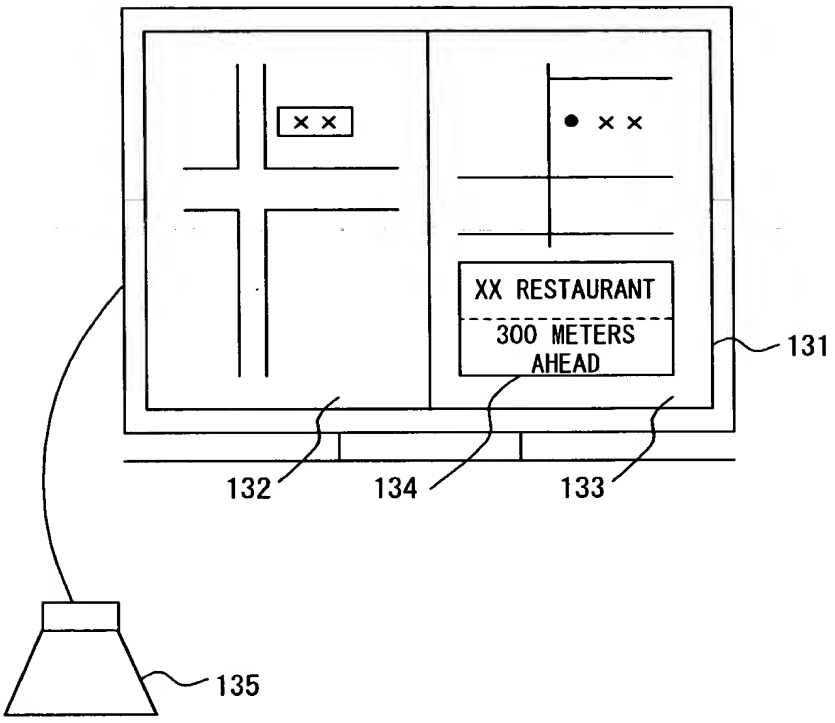


FIG. 9A

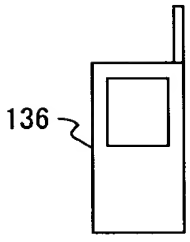


FIG. 9B

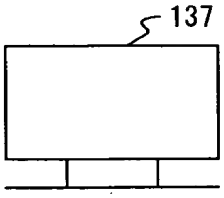


FIG. 9C

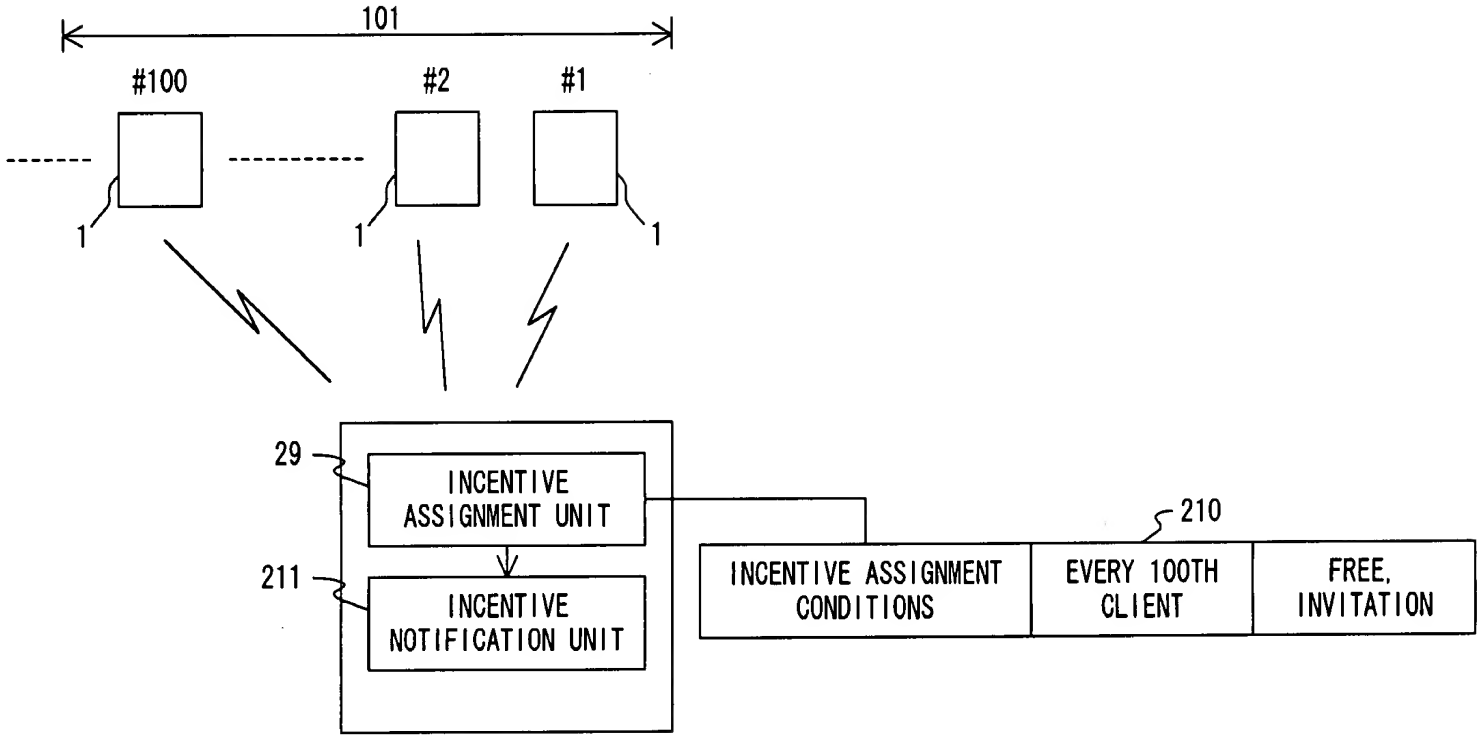
101
#100
#2
#1
1
1
1
29
INCENTIVE ASSIGNMENT UNIT
211
INCENTIVE NOTIFICATION UNIT
210
INCENTIVE ASSIGNMENT CONDITIONS
EVERY 100TH CLIENT
FREE, INVITATION

FIG. 10

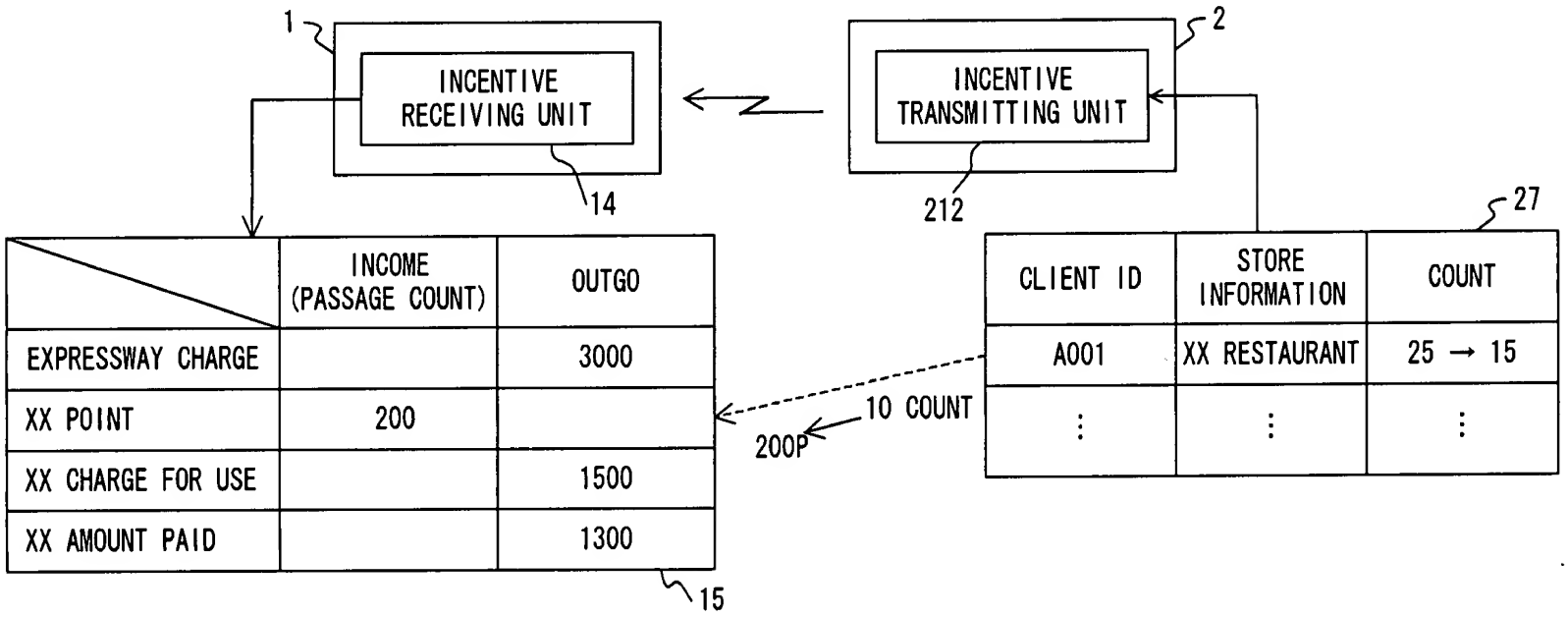
1
INCENTIVE RECEIVING UNIT
14
2
INCENTIVE TRANSMITTING UNIT
212
27
CLIENT ID
STORE INFORMATION
COUNT
A001
XX RESTAURANT
25 → 15
10 COUNT
200P
INCOME (PASSAGE COUNT)
OUTGO
EXPRESSWAY CHARGE
3000
XX POINT
200
XX CHARGE FOR USE
1500
XX AMOUNT PAID
1300
15

FIG. 11

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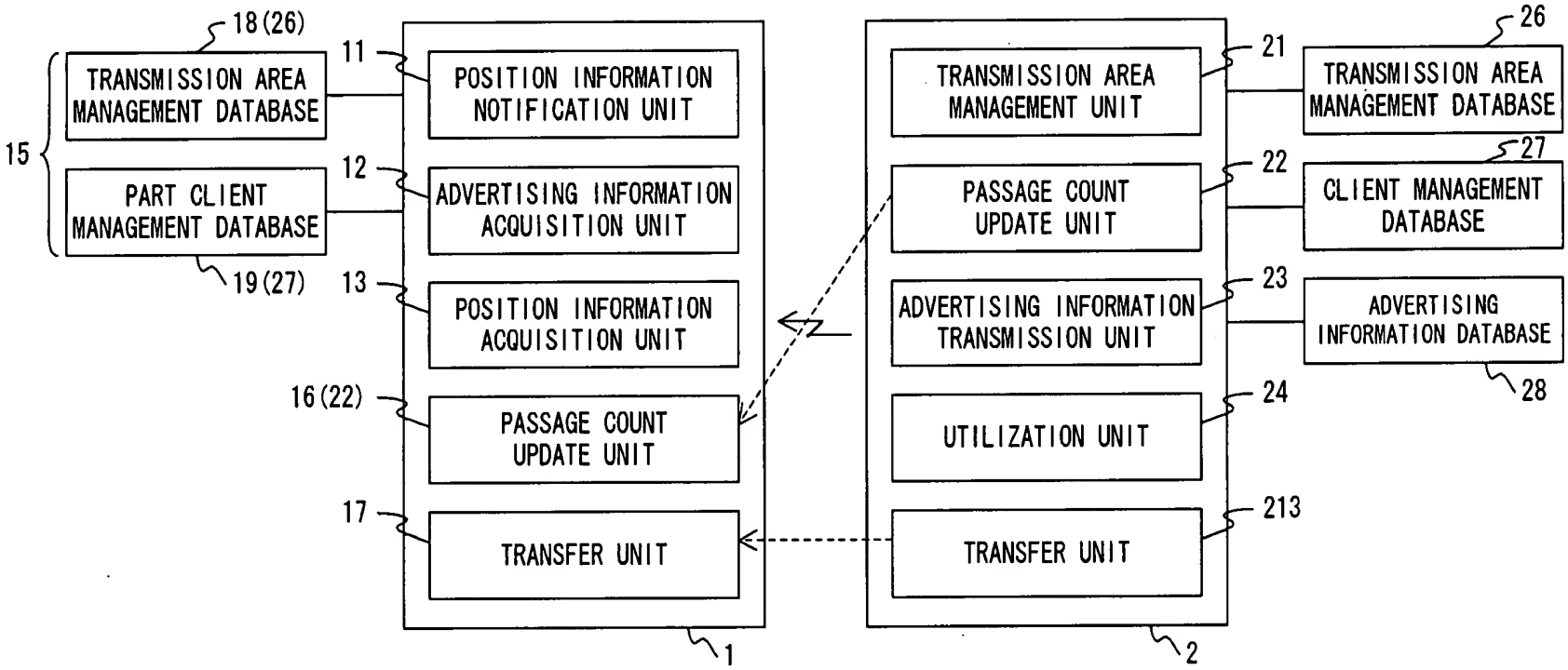


FIG. 12